



**INFORMATION CITED BY APPLICANT(S) THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION**

Applicants: R.D. Percy et al. Attorney Docket No. RDPA121854  
Application No.: 10/318,422 *for 10/686872* Group Art Unit: 3662  
Filed: December 11, 2002 Examiner:  
Title: SATELLITE POSITIONING SYSTEM ENABLED  
MEDIA MEASUREMENT SYSTEM AND METHOD

**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
<i>gi</i>	U1	5,771,307		06/23/1998	Lu et al.
<i>gi</i>	U2	6,098,048	A	08/01/2000	Dashefsky et al.
<i>gi</i>	U3	6,246,948	B1	06/12/2001	Thakker
<i>gi</i>	U4	5,898,384		04/27/1999	Alt et al.
<i>gi</i>	U5	6,252,522	B1	06/26/2001	Hampton et al.
<i>gi</i>	U6	5,638,077		06/10/1997	Martin
<i>gi</i>	U7	4,930,011		05/29/1990	Kiewit
<i>gi</i>	U8	4,623,230		11/18/1986	Weinblatt
<i>gi</i>	U9	5,410,724		04/25/1995	Worthy
<i>gi</i>	U10	2001/0037232	A1	11/01/2001	Miller
<i>gi</i>	U11	2002/0022488	A1	02/21/2002	Srinivasan et al.

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
<i>gi</i>	F1	WO 01/11506	A1	02/15/2001	WIPO		
<i>gi</i>	F2	WO 02/15806	A1	02/21/2002	WIPO		

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

### OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.	
<u>gi</u>	O1	Bloom, D. "Measuring Panel Position & Viability," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
<u>R</u>	O2	Bourli, Y. "Definition of gobards™ Brand Billboard 4x3 m," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
<u>gr</u>	O3	Christensen, F.G. "The Danish GPS Outdoor Measurement Project," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
<u>gi</u>	O4	de Foucault, D. "OUTDOOR ADVERTISING AUDIENCE: Towards a National and Regular Measurement," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
<u>R</u>	O5	Del Barrio Diaz, A. "GEOMEX BASIC PROCESSES," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
<u>gi</u>	O6	Drabczynski, M. "Outdoor Advertising Research," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
<u>gi</u>	O7	Turner, R. "Outdoor Advertising Research The Media Owner Perspective," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

- gn O8 Mezzalsalma, A. "AUDIENCE RESEARCH USING PORTABLE GPS UNITS: THE ITALIAN EXPERIENCE," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- gn O9 Pasquier, M. "Methodological Aspects of Research in Outdoor Advertising," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- gn O10 Schwarz, R. "GfK Outdoor Advertising Research - G-Score," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- gn O11 Stewart, M. "ADAM Advertising Display Audience Metering," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- gn O12 Eddleston, N. "Outdoor Advertising Research The Media Owner Perspective," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- gn O13 van Muers, L. "Outdoor Advertising Research in the Netherlands: The SUMMO-Model," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].

Examiner

Date Considered

Gregory C. King

10/13/04

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

GSK:nfs

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100



**INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION**

Applicants: R.D. Percy et al. Attorney Docket No. RDP A121854  
Application No.: 10/686,872 Group Art Unit: 3662  
Filed: October 16, 2003 Examiner: --  
Title: SATELLITE POSITIONING SYSTEM ENABLED  
MEDIA MEASUREMENT SYSTEM AND METHOD

**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
<u>gi</u>	U12	6,507,802	B1	01/14/2003	Payton et al.
<u>gi</u>	U13	6,571,279	B1	05/27/2003	Herz et al.
<u>gi</u>	U14	6,580,916	B1	06/17/2003	Weisshaar et al.

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
----------------------	-------------	--------------	--------------	----------------------------------	---------	---------------------------------	-------------------------

NONE

**OTHER INFORMATION**

(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.
----------------------	-------------

NONE

Examiner

*Lugan*

Date Considered

10/13/04

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

GSK:ejh/nfs

RDP A1218541641.DOC

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100